

Application Serial No.: 09/754,378

Attorney Docket No. 24122-303-407

In Response to FINAL Office Action mailed October 10, 2003

**This listing of claims will replace all prior versions and listings of claims in the Application.**

**LISTING OF CLAIMS:**

Claims 1-75.               *cancelled*

76.     *(Currently Amended)* A method for viewing and printing at a remote terminal user-specific incentives, the method comprising:

          storing at an Internet-accessible location incentive information pertaining to a group of available incentives;

          storing user profile information and user usage history information for one or more users;

          receiving at the Internet-accessible location, from a user of a remote terminal, a request for access to the stored incentive information;

          determining at the Internet-accessible location if the user is a registered user, and if the user is not registered:

- i) transmitting a prompt to the user's remote terminal to electronically complete a user profile;
- ii) receiving and storing the user profile; and
- iii) downloading to the user's remote terminal an incentive data management software module for managing the printing of incentives, wherein a printed incentive includes unique user identification information;

          if the user is registered, the user viewing a subset of incentives from the group of available incentives, the subset of incentives being based on user-specific information, which comprises at least one of the user profile information and the user usage history information;

          the user selecting one or more incentives from the subset of incentives for printing, each of the one or more incentives comprising various fields, including a redemption amount field and at least one other field, the redemption amount field comprising data indicative of a discount provided by the incentive, the ~~redemption amount field~~ and at least one other field being variable

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determined in accordance with user-specific information associated with the requesting user;

~~wherein the at least one other field includes unique user identification information;~~

printing at the remote terminal, under control of the incentive data management software module, one or more of the user-selected incentives which can be redeemed by a user;

storing at the Internet-accessible location information regarding printed incentives;

subsequent to a user redeeming one or more of the printed incentives, storing redemption information;

providing at least incentive redemption data to at least one incentive distributor or incentive issuer to enable the at least one incentive distributor or incentive issuer to use at least the incentive redemption data for market analysis to ~~compile~~ create at least one subsequent targeted incentive targeted based on targeting criteria ~~specifically at the user;~~ and

making the at least one subsequent incentive available to ~~the~~ a user if the user satisfies the targeting criteria.

77. **(Currently Amended)** The method of claim 76, wherein ~~the step of~~ storing at an Internet-accessible location incentive information pertaining to a group of available incentives further comprises storing advertising materials provided by one or more incentive issuers or distributors.

78. **(Previously Presented)** The method of claim 77, wherein the advertising materials comprise one or more of graphics, text, recipes, competitions, or inducements.

79. **(Currently Amended)** The method of claim 77, wherein ~~the step of~~ enabling a user to view a subset of incentives further comprises the step of enabling the user to view the advertising materials.

80. **(Previously Presented)** The method of claim 76, wherein the user profile received and stored at the Internet-accessible location comprises demographic data.

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81. (*Previously Presented*) The method of claim 76, wherein redemption data for multiple users is used by the at least one incentive distributor or incentive issuer for market analysis to compile at least one subsequent incentive targeted specifically at the user.

82. (*Previously Presented*) The method of claim 76, wherein the at least one subsequent incentive is provided to the user via an electronic mail message.

83. (*Previously Presented*) The method of claim 76, wherein the at least one subsequent incentive is downloaded from the Internet-accessible location.

84. (*Previously Presented*) The method of claim 76, wherein the at least one subsequent incentive is for a product other than a product covered by the one or more redeemed printed incentives.

85. (*Previously Presented*) The method of claim 76, wherein the at least one subsequent incentive is for a same product covered by the one or more redeemed printed incentives, but having a different value.

86. (*Previously Presented*) The method of claim 76, wherein the at least one subsequent incentive is transmitted to a retailer for electronic redemption.

87. (*Previously Presented*) The method of claim 76, wherein the Internet-accessible location is associated with an online service provider.

88. (*Previously Presented*) The method of claim 76, wherein the Internet-accessible location is associated with an Internet web site.

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89. (*Previously Presented*) The method of claim 76, wherein the incentives available to a user are sorted by categories.

90. (*New*) The method of claim 76, further comprising downloading to the remote terminal a unique identifier.

91. (*New*) The method of claim 90, wherein downloading the incentive data management software module comprises downloading the unique identifier.

92. (*New*) The method of claim 90, wherein the unique identifier is stored on the remote terminal.

93. (*New*) The method of claim 90, wherein the unique identifier is included on a printed incentive.

94. (*New*) The method of claim 90, wherein a printed incentive includes a bar code printed thereon, the bar code including the unique identifier.

95. (*New*) The method of claim 76, wherein each printed incentive is unique.

96. (*New*) The method of claim 76, wherein each printed incentive is printed with a unique bar code.

97. (*New*) The method of claim 76, wherein each printed incentive is printed with a unique bar code including unique identification information.

98. (*New*) The method of claim 76, wherein the printing of an incentive includes printing an incentive with a unique information number.

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99. (New) The method of claim 76, wherein the user profile includes demographic data.
100. (New) The method of claim 99, wherein the demographic data comprises zip code information.
101. (New) The method of claim 99, wherein the demographic data comprises geographic information.
102. (New) The method of claim 76, wherein the user profile includes at least information that can be used to subsequently target specific incentives for a user.
103. (New) The method of claim 76, wherein the user profile includes user preference information.
104. (New) The method of claim 76, wherein registering associates the user with an account.
105. (New) The method of claim 104, wherein a household of users may be linked through the account.
106. (New) The method of claim 76, wherein a household of users may be linked through one account.
107. (New) The method of claim 76, wherein a user may be an individual user or a household of users.
108. (New) The method of claim 76, wherein the redemption information is associated with the remote terminal.

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109. *(New)* The method of claim 76, wherein the redemption information is associated with a user associated with the remote terminal.

110. *(New)* The method of claim 76, wherein the redemption information is associated with an account associated with the remote terminal.

111. *(New)* The method of claim 76, wherein incentives are printed using the incentive data management software module which is invoked when a user selects a print command.

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112. *(New)* A method for viewing and printing at a remote terminal user-specific incentives, the method comprising:

storing at an Internet-accessible location incentive information pertaining to a group of available incentives;

receiving at the Internet-accessible location, from a user of a remote terminal, a request for access to the stored incentive information;

determining at the Internet-accessible location if the user is a registered user, and if the user is not registered:

- i) transmitting a prompt to the user's remote terminal to electronically complete a user profile;
- ii) receiving and storing the user profile; and
- iii) downloading to the user's remote terminal incentive data management software for managing the printing of incentives;

if the user is registered, the user viewing a subset of incentives from the group of available incentives, the subset of incentives being based on user-specific information;

the user selecting one or more incentives from the subset of incentives for printing;

printing at the remote terminal, under control of the incentive data management software, one or more of the user-selected incentives which can be redeemed by a user.